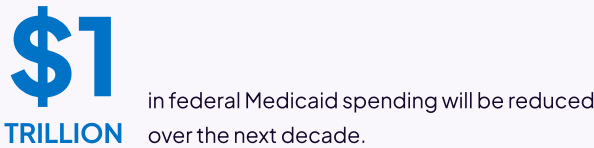


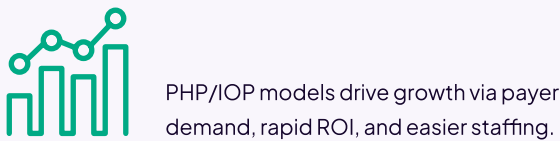
Seven Shifts Reshaping Behavioral Health Growth

The behavioral health landscape has changed dramatically over the last two years. These seven shifts are redefining what growth looks like today.

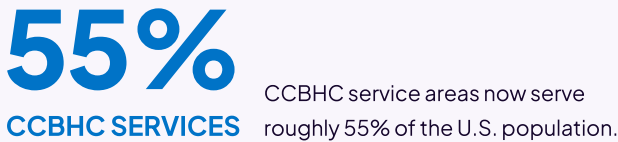
01 **Policy is driving uncertainty.**
Medicaid changes and evolving parity enforcement are reshaping reimbursement and increasing the need for flexible growth strategies.



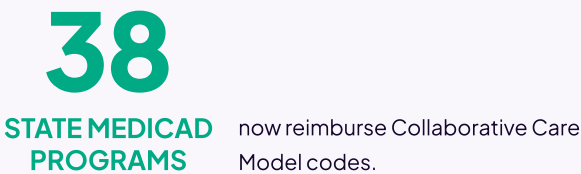
03 **Service line priorities are changing.**
PHP and IOP continue to gain momentum as providers adapt to changing payer preferences and rethink expansion.



05 **New federal program opportunities.**
CCBHCs and the Innovation in Behavioral Health Model are creating new opportunities for funding, expansion, and integrated care.



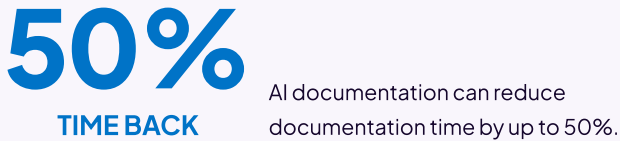
07 **Value-based care is gaining traction.**
More providers are building the outcomes and reporting infrastructure needed to prepare for value-based reimbursement.



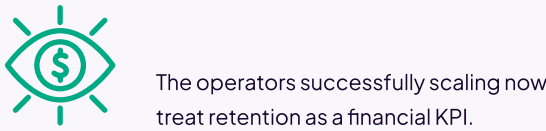
02 **Investment is following outpatient care.**
Capital continues to flow toward outpatient and integrated care, signaling where investors see the strongest growth opportunities.



04 **AI is becoming a competitive necessity.**
The conversation has shifted from whether to adopt AI to how deeply it's integrated into clinical and operational workflows.



06 **Workforce is now a business strategy.**
Retention, staffing, and workforce stability have become critical drivers of operational and financial performance.



WANT TO LEARN MORE?

Download **The Proof Standard for Behavioral Health Growth** to explore each shift in depth and learn how leading providers are adapting for what's next.

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